


FEBRUARY
MUSLIN UNDERWEAR
SALE

Z
C M
I




Monday and Tuesday



FEBRUARY 20th and 21st.

The fattest fellow's not the one
Who eats the biggest dinner—nor
It's not the ad that spreads the most
That proves the biggest winner.



IF SOME STORES were able to make half of the great money-saving offerings which we have in store for our patrons on MONDAY and TUESDAY, pages of space would be used in "shouting them." But that wouldn't make the goods better or the prices lower. We believe that the great majority of Salt Lake citizens recognize the fact that our announcements are strictly truthful and that AT ALL TIMES you can practice true economy by purchasing at the Big, Reliable Store. And when we announce a Special Bargain Event such as this, it is generally understood that Z. C. M. I. never "marks up" the prices of goods and offers a discount from the marked-up price, but that THE REDUCTIONS WE OFFER ARE FROM THE REGULAR SELLING PRICES.

COME EARLY MONDAY AND TUESDAY.

Skirts.		Infants' Muslins.		Corset Covers.	
A most complete and varied line of handsome petticoats. Many new designs shown for the first time.		Goods of genuine merit. Entire line of Infants' Muslins included in this sale.		Approved Designs and Effects.	
for 75c SKIRTS	55c	for 75c SLIPS	55c	for 35c Corset Covers	20c
for \$1.00 SKIRTS	65c	for \$1.00 SLIPS	65c	for 40c Corset Covers	30c
for \$1.25 SKIRTS	90c	for \$1.25 SLIPS	90c	for 45c Corset Covers	35c
for \$1.50 SKIRTS	\$1.10	for \$1.50 SLIPS	\$1.00	for 50c Corset Covers	45c
for \$2.00 SKIRTS	\$1.40	for \$2.25 SLIPS	\$1.65	for \$1.00 Corset Covers	65c
for \$3.00 SKIRTS	\$2.25	for \$3.00 SLIPS	\$2.00	for \$1.25 Corset Covers	90c
for \$4.00 SKIRTS	\$3.00	for \$3.75 SLIPS	\$2.75	for \$1.50 Corset Covers	\$1.00
for \$5.00 SKIRTS	\$3.75	for \$5.00 SLIPS	\$3.50	for \$1.75 Corset Covers	\$1.25
for \$6.00 SKIRTS	\$4.50	for \$6.00 SLIPS	\$4.00	for \$2.00 Corset Covers	\$1.75
for \$7.50 SKIRTS	\$5.50			for \$3.00 Corset Covers	\$2.00
for \$9.00 SKIRTS	\$6.50			for \$3.50 Corset Covers	\$2.50
for \$10.00 SKIRTS	\$7.50			for \$4.00 Corset Covers	\$3.00

Drawers.		Night Dresses.		Chemise.	
An Elegant Line.		Every garment will meet with your approval. A surpassingly beautiful line.		Dainty things, pretty things, things beautiful to appeal to the discerning tastes of well-dressed women.	
40 DRAWERS	25c	75c GOWNS	50c	40c CHEMISE	25c
for 65c DRAWERS	45c	for 85c GOWNS	60c	for 60c CHEMISE	45c
for 75c DRAWERS	50c	for \$1.00 GOWNS	65c	for 75c CHEMISE	50c
for 85c DRAWERS	60c	for \$1.25 GOWNS	90c	for 85c CHEMISE	60c
\$1.00 DRAWERS	75c	for \$1.50 GOWNS	\$1.10	for 90c CHEMISE	65c
for \$1.50 DRAWERS	\$1.10	for \$1.75 GOWNS	\$1.25	for \$1.25 CHEMISE	90c
for \$2.00 DRAWERS	\$1.50	for \$2.00 GOWNS	\$1.50	for \$1.50 CHEMISE	\$1.10
for \$2.50 DRAWERS	\$1.75	for \$2.25 GOWNS	\$1.65	for \$1.75 CHEMISE	\$1.25
for \$3.00 DRAWERS	\$2.00	for \$3.00 GOWNS	\$2.15	for \$2.00 CHEMISE	\$1.40
for \$3.50 DRAWERS	\$2.50	for \$3.50 GOWNS	\$2.50	for \$2.25 CHEMISE	\$1.65
for \$4.00 DRAWERS	\$3.00	for \$4.00 GOWNS	\$3.00	for \$2.50 CHEMISE	\$1.85
for \$5.00 DRAWERS	\$3.50	for \$5.50 GOWNS	\$3.50	for \$2.75 CHEMISE	\$2.00
for \$5.00 DRAWERS	\$4.50	for \$6.50 GOWNS	\$4.75	for \$3.00 CHEMISE	\$2.25
for \$7.50 DRAWERS	\$5.50	for \$7.00 GOWNS	\$5.00	for \$3.50 CHEMISE	\$2.50
		for \$9.00 GOWNS	\$6.50	for \$4.00 CHEMISE	\$3.00

Embroidery Sale Extraordinary
15,000 YARDS OF Fine Nainsooks and Cambric Embroideries in Edgings and Insertions. Lengths from 4 1-2 to 6 1-2 yards. ON SALE THIS WEEK AT LESS THAN COST OF PRODUCTION!
NEW SPRING GOODS Arriving daily. Note our window displays. Visit the Store and see the new goods, whether or not you are ready to buy.

Z. C. M. I. Utah's Greatest
Department Store

The First Payment is

\$10.00

Then \$3 per month thereafter until balance is settled. This for a \$250 Piano, fully guaranteed for 10 years. You can't hardly afford to be without a Piano at these figures, can you?

Come in and see us.

Carstensen & Anson Co.

(Incorporated.) Temple of Music, 74 Main Street. Successors to Daynes Music Co.

Salt Lake Brewing Company



"Our American Beauty"

Beer has so rapidly and permanently found its way to the front rank of America's leading beers that it has been an agreeable surprise even to its manufacturers. No bar, cafe or home is complete without it.

J. W. CURRIE,
ASSAYER,
70 W. 3rd South, Salt Lake City.